



**WDIV**

## ORDER

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<u>Contract / Revision</u>	<b>258431</b>	/	<b>MDSCC - SC</b>
<u>Original Date / Revision</u>	09/06/12	09/06/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	<b>ISS/Michigan Democratic St:</b>		
	<b>1322 G Street, SE</b>		
	<b>Washington, DC 2000</b>		
<u>Agency</u>	<b>Three Point Media</b>		
<u>Buying Contact</u>	Sales Office	PHI	
	Sales Region	NAT	
	Agency Ref		
<b>1322 G Street, SE</b>			
<b>Washington, DC 20003</b>			

Order Sep 00:15:00  
Estimate # **1607**  
Alt Order # **06305784**  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL ISSUE  
Product Codes PA-Democrat  
Priority P-2  
Advertiser Ref

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 45250

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	42	\$38,462.50	\$45,250.00	0.00	08/27/12	09/17/12	42	\$38,462.50	\$45,250.00
Totals	42	\$38,462.50	\$45,250.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			
					Start Date	End Date	# Spots	Net Amount
September 2012	42	\$38,462.50	\$45,250.00	0.00	08/27/12	09/17/12	42	\$38,462.50
Totals	42	\$38,462.50	\$45,250.00	0.00				\$45,250.00



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## Contract / Revision

258431

**Flight Dates** 09/11/12-09/17/12

## Hiatus Dates

Original Date / Revision 09/06/12 / 09/06/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC - SC**

Estimate # 1607



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## Contract / Revision

258431

**Flight Dates** 09/11/12-09/17/12

## Hiatus Dates

Original Date / Revision 09/06/12 / 09/06/12

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Advertiser **ISS/Michigan Democratic S** Product **MDSCC - SC**

Estimate # **1607**



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258431

Flight Dates 09/11/12-09/17/12

Hiatus Dates

Original Date / Revision 09/06/12 / 09/06/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC - SC

Estimate # 1607

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals			
													Spots	Amount		
E 29	WDIV	09/11/12	09/11/12	Tonight Show w/Leno	CM	1135P-1237A	- 1-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00	
Tonight Show 1135P-123'																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$1,650.00			0.00						
E 30	WDIV	09/11/12	09/11/12	4am NBC Early Today	CM	NBC Early	- 1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00	
NBC Early																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$90.00			0.00						
E 31	WDIV	09/11/12	09/11/12	M-F Local News @ 4pm	CM	4p-430pm	- 1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
M-F Local News @ 4pm																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$1,200.00			0.00						
E 32	WDIV	09/11/12	09/11/12	4:30am Local News M-FCM		4:30-5am M-F	- 1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00	
4:30am Local News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$175.00			0.00						
E 33	WDIV	09/11/12	09/11/12	M-F 430-5P Inside Edition	CM	430p-5p	- 1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00	
Inside Edition M-F 430-5p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$1,100.00			0.00						
E 34	WDIV	09/11/12	09/11/12	5-6pm Local 4 News M-FCM		5P-530P	- 1-----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00	
M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$2,100.00			0.00						
E 35	WDIV	09/11/12	09/11/12	Jeopardy 730-8p M-F	CM	730P-8P	- 1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00	
M-F Jeopardy																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$3,200.00			0.00						
E 36	WDIV	09/11/12	09/11/12	Today Show 9-10a M-F	CM	9A-10A	- 1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
Today Show 9-10A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1-----		1	\$800.00			0.00						
E 37	WDIV	09/12/12	09/12/12	Noon News 12-1230p	CM	12N-1230P	-- 1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
Noon News 12-1230p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1----		1	\$1,200.00			0.00						
E 38	WDIV	09/12/12	09/12/12	Ricki Lake 3-4p	9/10	CM	3-4p	-- 1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Ricki Lake																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1---		1	\$600.00			0.00						
E 39	WDIV	09/12/12	09/12/12	4am NBC Early Today	CM	NBC Early	-- 1---	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00	
NBC Early																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1---		1	\$90.00			0.00						
E 40	WDIV	09/12/12	09/12/12	M-F Local News @ 4pm	CM	4p-430pm	-- 1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
M-F Local News @ 4pm																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1---		1	\$1,200.00			0.00						
E 41	WDIV	09/12/12	09/12/12	4:30am Local News M-FCM		4:30-5am M-F	-- 1---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00	
4:30am Local News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1---		1	\$175.00			0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 41	WDIV	09/12/12	09/12/12	4:30am Local News M-FCM		4:30-5am M-F	-- 1----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00	
4:30am Local News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1----		1	\$175.00			0.00						
E 42	WDIV	09/12/12	09/12/12	M-F 430-5P Inside Editio	CM	430p-5p	-- 1----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00	
Inside Edition M-F 430-5p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-- 1----		1	\$1,100.00			0.00						
														<u>Totals</u>	42 \$45,250.00	